RESOLUTION TO ENTER INTO THE AGREEMENT FOR 2027 TOURISM PROMOTION SERVICES BETWEEN THE WATERTOWN TOURISM COMMISSION AS A REPRESENTATIVE OF THE CITY OF WATERTOWN, THE CITY OF WATERTOWN AND THE WATERTOWN AREA CHAMBER OF COMMERCE

SPONSOR: MAYOR STOCKS
FROM: FINANCE COMMITTEE

WHEREAS, the Watertown General Code of Ordinances Ch. 76 Art. II authorizes the levy of a hotel-motel room tax upon the gross rental receipts derived from retail furnishing of rooms or lodging, in any hotel or motel located in the City; and,

WHEREAS, the Watertown General Code of Ordinances Ch. 76 Art. II provides that seventy percent (70%) of revenues from the room tax shall be used for the purpose of promoting tourism; and,

WHEREAS, the Wisconsin State Statutes § 66.0615 states that seventy percent (70%) of any tax collected must be spent on tourism promotion and tourism development by the municipality and shall be forwarded to the tourism commission for the municipality; and,

WHEREAS, the City has determined that it is in the City's and Commission's best interests and in accordance with Wisconsin State Statutes § 66.0615 to contract with an independent entity, such as the Chamber, to provide the services necessary to promote tourism for the City; and,

WHEREAS, the attached Agreement for 2027 Tourism Promotion Services between the Watertown Tourism Commission as a representative of the City of Watertown, the City of Watertown and the Watertown Area Chamber of Commerce has been reviewed as to legal form and sufficiency by the City Attorney and deemed appropriate.

NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF WATERTOWN, WISCONSIN:

That the proper City Officials be and are hereby authorized to execute an Agreement for 2027 Tourism Promotion Services between the Watertown Tourism Commission as a representative of the City of Watertown, the City of Watertown and the Watertown Area Chamber of Commerce.

That this Resolution shall be in full force and effect upon its passage and adoption.

	YES	*NO*
DAVIS		
LAMPE		
BERG		
NITECKI		
BLANKE		
SMITH		
ARNETT		
HAASE		
MOLDENHAUER		
MAYOR STOCKS		
TOTAL		

ADOPTED November 17, 2026

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CITY CLERK

APPROVED November 17, 2026

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MAYOR